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YEP...THIS IS IT!

Think pink folks, and maybe you'll recognize "Inside..." since we are running it on white these days. Even so, this issue has some interesting items for you...reassignments, reorganizations... comments about a new column...some reports and musings from recent professional meetings...a boost and a question...and a couple of job opportunities. Forward.

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A COUPLE OF MOVES...

Earlier this week, Joe McDavid, chief of GPA's Press Division for the past 11 years, took on a change. Hereafter, he'll be helping in the coordination of information operations for the structures project. Stanley Prochaska, who's been on detail to GPA, will serve as acting press chief. He'll continue to supervise the regional information activities.

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AND A REORGANIZATION

The Agricultural Marketing Service has announced a new organization for its information division...which also serves the Federal Grain Inspection Service, Packers and Stockyards and the Office of Transportation.

Rather than working along media and functional lines as in the past, the new division will operate along commodity lines with inf specialists having specific and total inf responsibilities for either a commodity or agency function.

Al Horton is acting director of the new information division. Deputy directors are Sebastian Filippone (for AMS and P&S programs) and Dale May (acting) for FGIS and OT programs).

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ABOUT ED'S BYLINER

When we announced a few weeks ago that Ed Curran, GPA, would be developing a new column for weekly newspapers, we weren't sure how it would go. Now we can say, in a word, "well." That means "good."

"Subscriptions" are coming in at the rate of about 35 per week for the column, which is prepared as camera-ready copy, complete with head and Ed's byline. The column hasn't been offered to all states yet...but gradually will be. At the moment, 413 papers are using it.

Papers who use the column must be offset, agricultural in nature, and using a column of between 10 and 12-1/2 picas wide. Goal on number of newspapers is between 600 and 700.

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HONORS TO LYN JARVIS Lyn Jarvis, TV specialist at the U. of Vermont, recently received honors for his work through TV in promoting good nutrition by the use of dairy products.

Lyn got the award at the annual meeting of the Milk Promotion Service, Inc. During the last 4 years, Lyn has been producer-director of "Across the Fence" on WCAX-TV...the longest running farm and home program in the country. The show will celebrate 25 years of airing next February.

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YOU WIN SOME,
LOSE SOME

When Brenda Curtis-Heiken, GPA, returned from getting her award from the National Association of Govt. Communicators, she reported that she was roped into teaching a radio relations seminar for 2 hours at the meeting. She had to prepare a "lecture" very quickly...so she chose three points of good radio relations: product, marketing and follow-up.

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WHY, WE ALWAYS
KNEW THIS!

National Newspaper Association folks recently surveyed newspapers in "grassroots" America and came up with a big boost for govt. writers and editors.

Seems the survey showed that more editors found more usefulness in the average government news release than in the typical corporate release. Overall, the articles by govt. writers rate higher too.

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UP WITH SATELLITES

Claude Gifford, GPA, brought back some interesting tales from the meetings of the Agricultural Relations Council and the American Agricultural Editors Association that met in St. Louis last month.

One had to do with the cost to rent a satellite in order to hold a conference that would put people from four countries on the screen, "live," to discuss a subject. The company that did that--Ciba-Geigy--didn't have full confidence that it would come off, so it rented telephone lines so they'd have a voice hookup if the audio signals didn't bounce right. But the satellite operation went fine. Cost was \$70,000...included was hiring Orion Samuelson to MC the affair, renting equipment...telephone lines, the satellite, police (?), and about 60 people who helped during the hour-long show.

One wonder was that Ciba-Geigy paid a high rental for a piece of European equipment for the transmission...only to learn later that Ciba-Geigy owned the company. Giff says that says something about the importance of in-house communication...no matter where.

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REACHING YOUNG
FARMERS

Folks who attended the Science Information Conference at Ames a few weeks ago heard Ralph Wennblom, Farm Journal, comment on the difficulties of reaching today's young farmers. They're aggressive, professional, interested in marketing and management, he said, and they go their own way much of the time.

Comes now a report (at the AAEEA meeting) by Larry Graham of Pro Farmer of America. It was formed in 1973 at Cedar Falls, Iowa...

now has 32,000 subscribers at \$77 a year. Also Pro Farmer has various commodity letters and marketing services...in all, 3 monthly magazines and 5 weekly newsletters.

If you're going to communicate with today's top young farmers, Larry says to: 1. Concentrate on time...the chief concern; 2. Consider the man's wife...a vital part of the farm management team; 3. Concentrate on key issues...now they are energy, land, finances, world agriculture, marketing and--a new relatively undiscovered one--personal growth and handling stress.

Other tips...give facts, relate them to profit...say what it is, what it does, and what it will do. Be professional. Today's aggressive young farmer isn't interested in giveaway hats, pins and trinkets. Be unique...like your target audience. Provide management help...give education and training to manage the business better. Know the young farmer's interests...get to know him through personal visits, at his meetings, through surveys. Respect his ideals and values. Project vital optimism.

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ABOUT OUR FRIENDS

New president of ARC is Dan Reuwee, American Soybean Association. Vice prexy is Jim Mills, Natl. Ag Chemicals Assoc.; Secy. is Richard Howell, Farm and Industrial Equipment Institute. New trustees are Mary Strine Kowalczyk, Velsicol; Richard Kotnour, Dorn Communications; and Richard Krumme, Successful Farming.

New prexy of AAEE is John Harvey, Farm Journal; Veep is Bill Fleming of BEEF; Len Richardson of Farm Futures is new board member; Cordell Tindall was made an honorary life member for his service to the organization (he's retired editor of Missouri Ruralist); Dr. Charles A. Black of CAST received the Distinguished Service Award.

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JOINERS...SPEAK UP

Gordon Graham, U. of Arizona, asks if anyone knows of any agri-press clubs?

"We've started one in Arizona," he writes, "legalized our articles of incorporation--established bylaws--set up nearly a dozen projects to work on. Had a turn-out of about 50 at our organizational dinner in October in Phoenix."

Ken Lucas, AZ Farmer-Ranchman is prexy. Bob Moore, Agri-Business Council is secy.; Gordon is "in charge of funds." Directors include Karen Christensen, Arizona Beef Council; Jim Klinker, Farm Bureau; Chris Williams, SCS; Bob Lynch, Rawlins, Ellis Burrus & Kiewit (attorneys); and Shirley Wilson, director of AZ ASCS.

"We'd like to know if there are any similar organizations around," Gordon says. Write him if you can help.

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PERU...AWAITS YOU

Ovid Bay, SEA-Ext., back from Syria minus his flak vest, shared a letter from Frank Shideler, now head of communications for the International Potato Center, Lima, Peru. Seems Frank is recruiting for a training materials specialist.

Candidates should have completed a PhD in educational technology, adult or extension education, or a related field...some experience or training in ag is preferred and fluency in Spanish desired.

If interested, write Dr. Richard L. Sawyer, Director General, International Potato Center, Apartado 5969, Lima, Peru. Closing date is Dec. 1.

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MISSISSIPPI HAS
OPENING

From Ralph Ballew, Mississippi State U., comes another job announcement. It's for the spot held by Bruce Johnson, who moved to Oregon.

Major duties include planning program content and providing leadership in producing segments for a weekly 30-min. TV show; writing, producing, and editing TV and radio news shows and PSAs; hosting the weekly TV show; serving as "on-air" talent for other daily and weekly radio and TV shows...and so forth.

Needed are a master's with one degree in broadcast journalism or closely related field plus 2 years in TV; applicants must be able to perform on camera and exhibit good writing skills. A good working knowledge of agriculture is desirable.

If you're interested, write Milburn Gardner, Personnel Officer, P.O. Box 5446, Mississippi State, Miss. 39762. The position was open until Nov. 16..."or until an acceptable applicant applies, whichever is later," so hurry.

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SO DOES SOUTH DAKOTA

Another radio spot is open...this one at South Dakota. John Pates, at the university there, wants someone with a BS...MS preferred...in communication or related field and 1-2 years experience in commercial radio or television, preferably newscasting. An ag background is preferred but not mandatory.

If you're interested, get in touch with John (605) 688-4187 at the Old Extension Bldg., SDSU, Brookings 57007. John lists no closing date for applicants, but you'll need to get an application form from him. Hopes are to fill the spot by Jan. 1.

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HERE...COUNT 'EM

Popular publications don't always get inventoried, we've all learned. Now part of them are...those in nutrition areas. Ted Crane, GPA, and 4 USDA agencies are still developing the count. But some of the findings so far--for the past 5 years--are rather interesting and revealing...more so than most ordinary inventories.

For instance, USDA produced 310 items called food and nutrition information and education materials from 1973 through 1978.

Seventy percent were for adults...age 23-60; 20% were for children...age 5-14; 10% were for teenagers...age 15-22.

The general public was the intended audience for the overwhelming majority of the items...66% of them. Low-income people were the target for 15%; Hispanics for another 10%.

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